

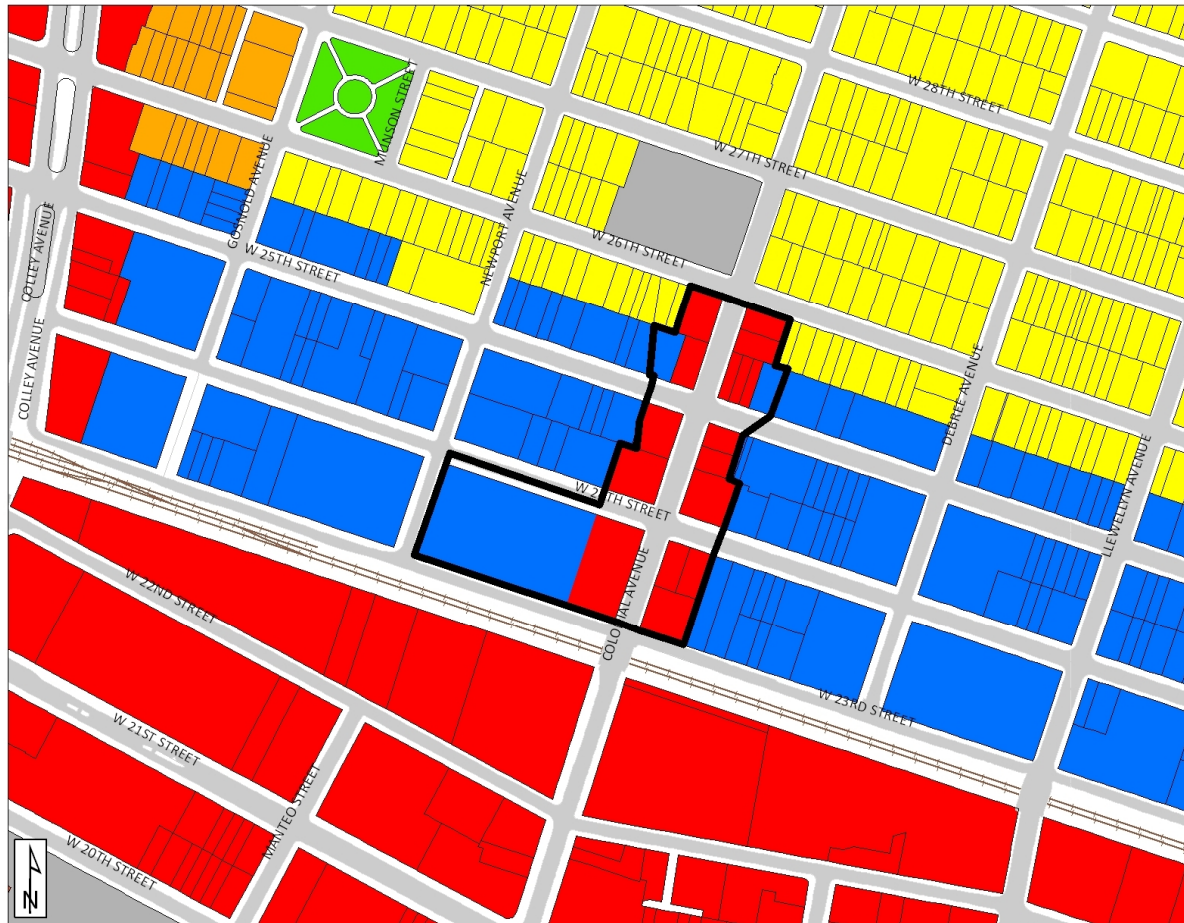
# Pedestrian Commercial Overlay (PCO): Potential Expansion/Creation

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Presentation to Park Place Civic League

June 3, 2013

# Potential PCO Expansion Area



Future Land Use Map

# Project Purpose

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- Review existing PCO ordinances
  - 21<sup>st</sup> Street and 35<sup>th</sup> Street
  
- Evaluate potential expansion
  - Using criteria in current PCO ordinances:
    - Zoning
    - Permitted Uses
    - Building Placement
    - Off-Street Parking
    - Transparency
    - Signs



# 21<sup>st</sup> Street PCO Background

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## □ Purpose Statement

- Maintain commercial vitality of 21<sup>st</sup> Street business area
- Enhance pedestrian-oriented commercial activities
- Ensure off-street parking reflects pedestrian nature

## □ Adopted by Norfolk City Council March 21, 1995

- Developed with support from Ghent Business Association and Ghent Neighborhood League





# 35<sup>th</sup> Street PCO Background

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- Purpose Statement
  - Maintain commercial vitality of 35<sup>th</sup> Street business area
  - Enhance pedestrian-oriented commercial activities
  - Ensure off-street parking reflects pedestrian nature
  
- Adopted by Norfolk City Council May 8, 2001
  - City worked alongside businesses in Park Place

# 35<sup>th</sup> Street PCO and 21<sup>st</sup> Street PCO

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## □ **Permitted Uses**

- Permitted uses very similar
- Drive-thru facilities not allowed in 35<sup>th</sup> Street PCO

## □ **Setbacks**

- 35<sup>th</sup> Street = max of 5 ft.
- 21<sup>st</sup> Street = max of 10 ft.

## □ **Parking**

- Same for both

## □ **Transparency**

- Same for both

## □ **Signs**

- No freestanding signs permitted in 35<sup>th</sup> Street PCO

# Current PCO Ordinances

## □ Building Placement

- Max Setback
  - 35<sup>th</sup> Street, Colley, Colonial, or Llewellyn
    - 5 ft.
  - 21<sup>st</sup> or 22<sup>nd</sup> Street
    - 10 ft.
- No parking between building and street



## □ Off-Street Parking

- Typically 4 spaces/1,000 sq. ft.



# Current PCO Ordinances

- **Transparency**
  - Minimum of 50%
- **Signs**
  - Wall signs permitted
  - No pole signs
  - One monument-type sign in 21<sup>st</sup> Street PCO
    - 32 sq. ft. of sign surface area per sign face.
    - Max height = 6 ft.
  - No freestanding signs in 35<sup>th</sup> Street PCO



# Colonial Ave (23<sup>rd</sup> – 26<sup>th</sup>)

- 18 lots
- Zoning
  - Industrial, Commercial and Residential



# Permitted Uses

- All uses conform except:
  - Mini-Warehouse
  - Religious Institution
  - Automobile and Truck Repair





# Building Placement

- ❑ 6 lots conform
- ❑ 8 lots do not conform
- ❑ Range of setbacks
  - 0 – 94 ft.



# Off-Street Parking

- ❑ 8 lots conform
- ❑ 8 lots do not conform
- ❑ Average spaces/1,000 sq. ft.
  - 16.6





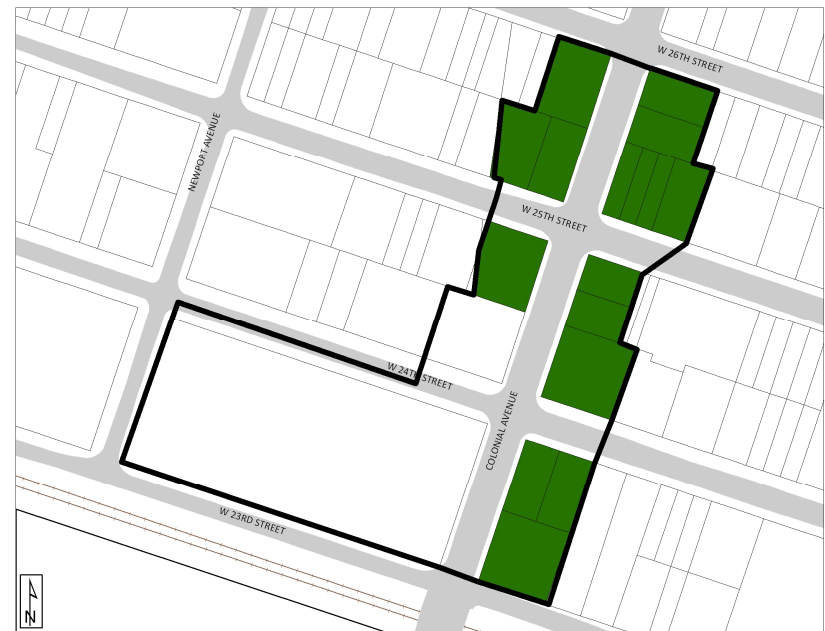
# Transparency

- ❑ 1 lot conforms
- ❑ 17 lots do not conform


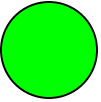
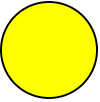
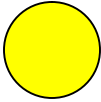

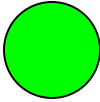


# Signs

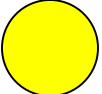
- ❑ 16 lots conform
- ❑ 2 lots do not conform



# Conformity Matrix

	Zoning	Permitted Uses	Building Placement	Off-Street Parking	Transparency	Signs
Area						

☐  = > 60% conform

☐  = 30 – 59% conform

☐  = < 30% conform



# Thoughts? Questions?

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- Preferred expansion area?
  - Modified boundaries?
  
- Willingness to modify current regulations?
  - Elements to maintain?
  
- Physical features to preserve?

# For More Information

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